

Europ Assistance Italia: Roadside Assistance Service - via "Lisa"

Francesco Clivio

Head of Process, Analytics & Workforce Management

OPUS C3 – London, 9 May, 2018

Europ Assistance Group at a glance

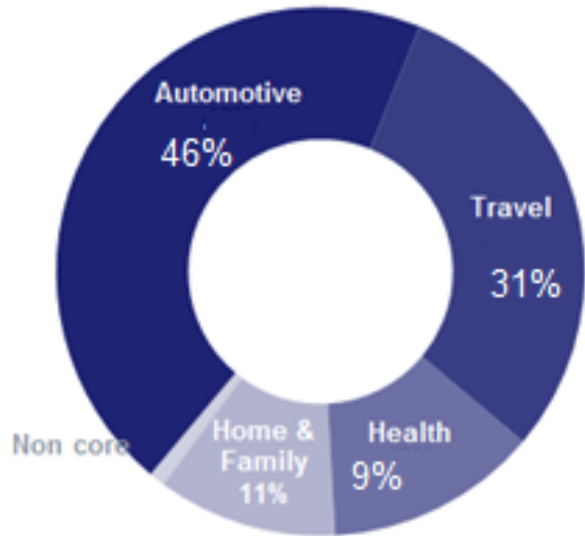
1 405 M €
Turnover of the Group

94 M €
Operating result of the Group

11,6 M
Assistance services

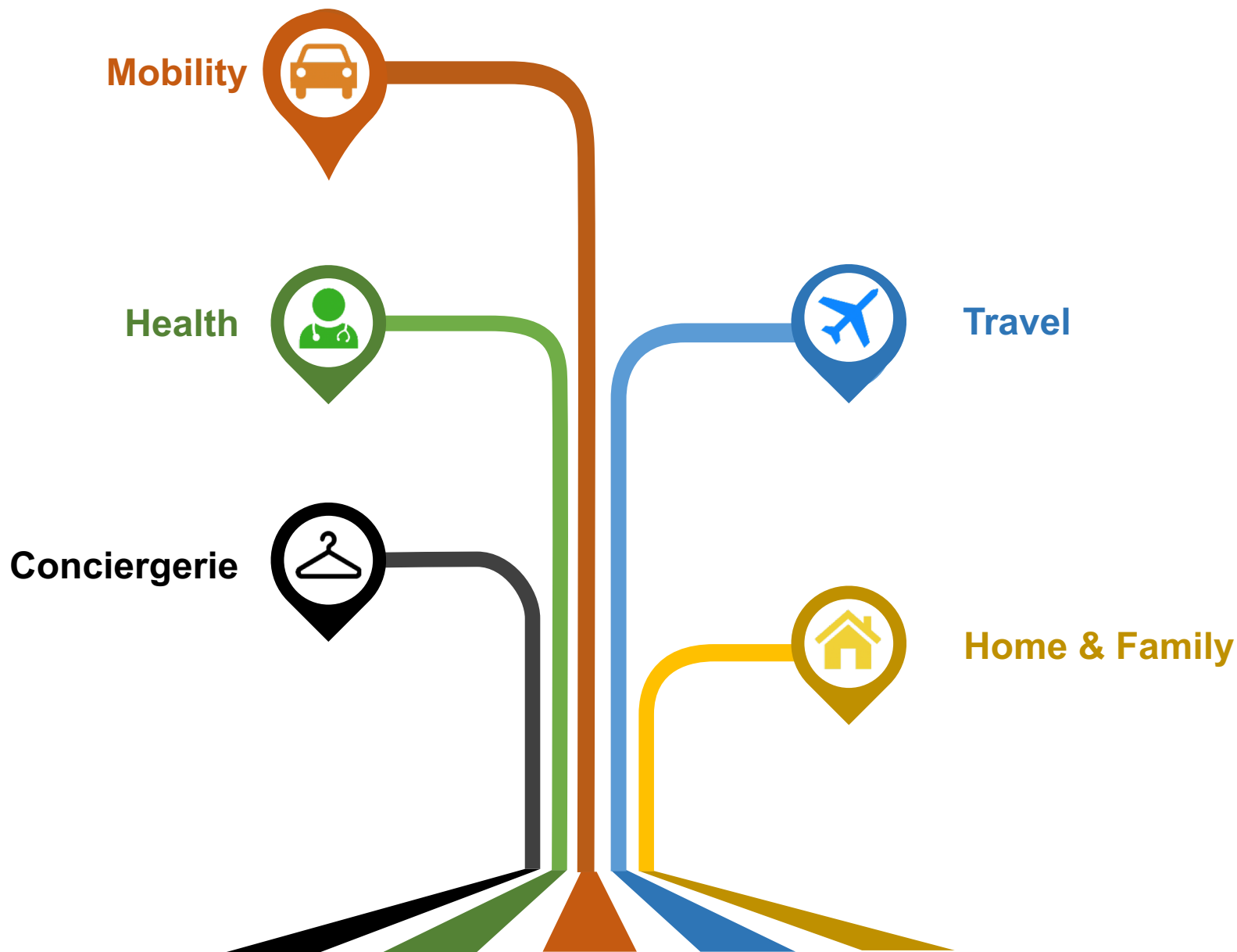
35
customer assistance centres

Turnover split per business line



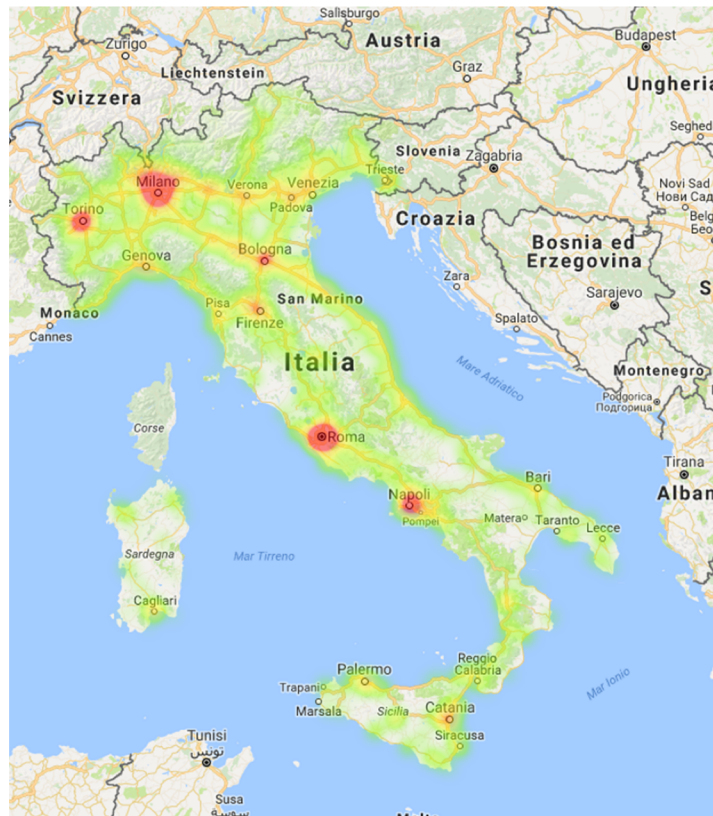
Europ Assistance Italy

Our Five Offering Areas



Europ Assistance Italy provides more than 500k roadside assistance interventions per year, ⁴ in the whole territory, in motorways and urban areas

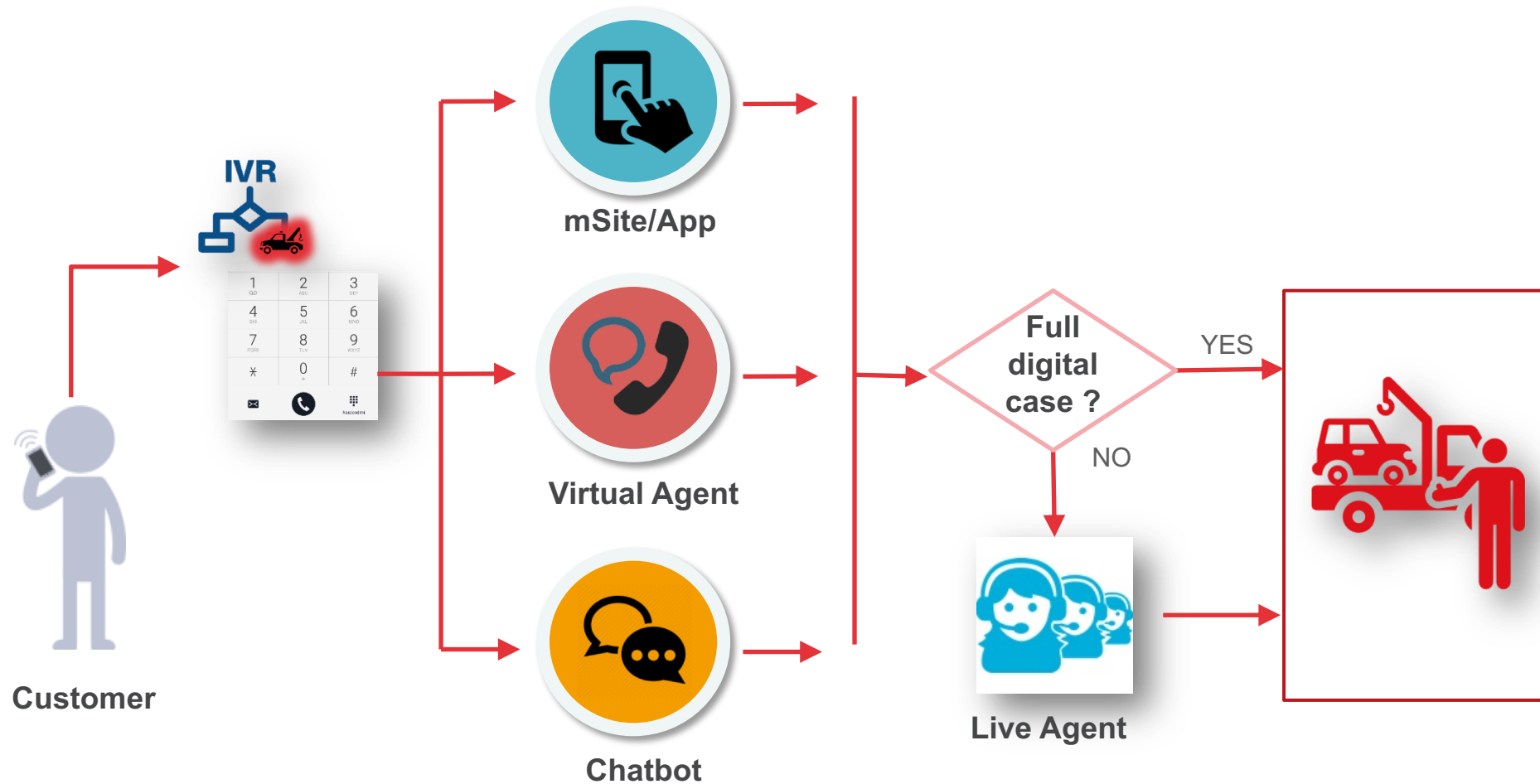
Distribution



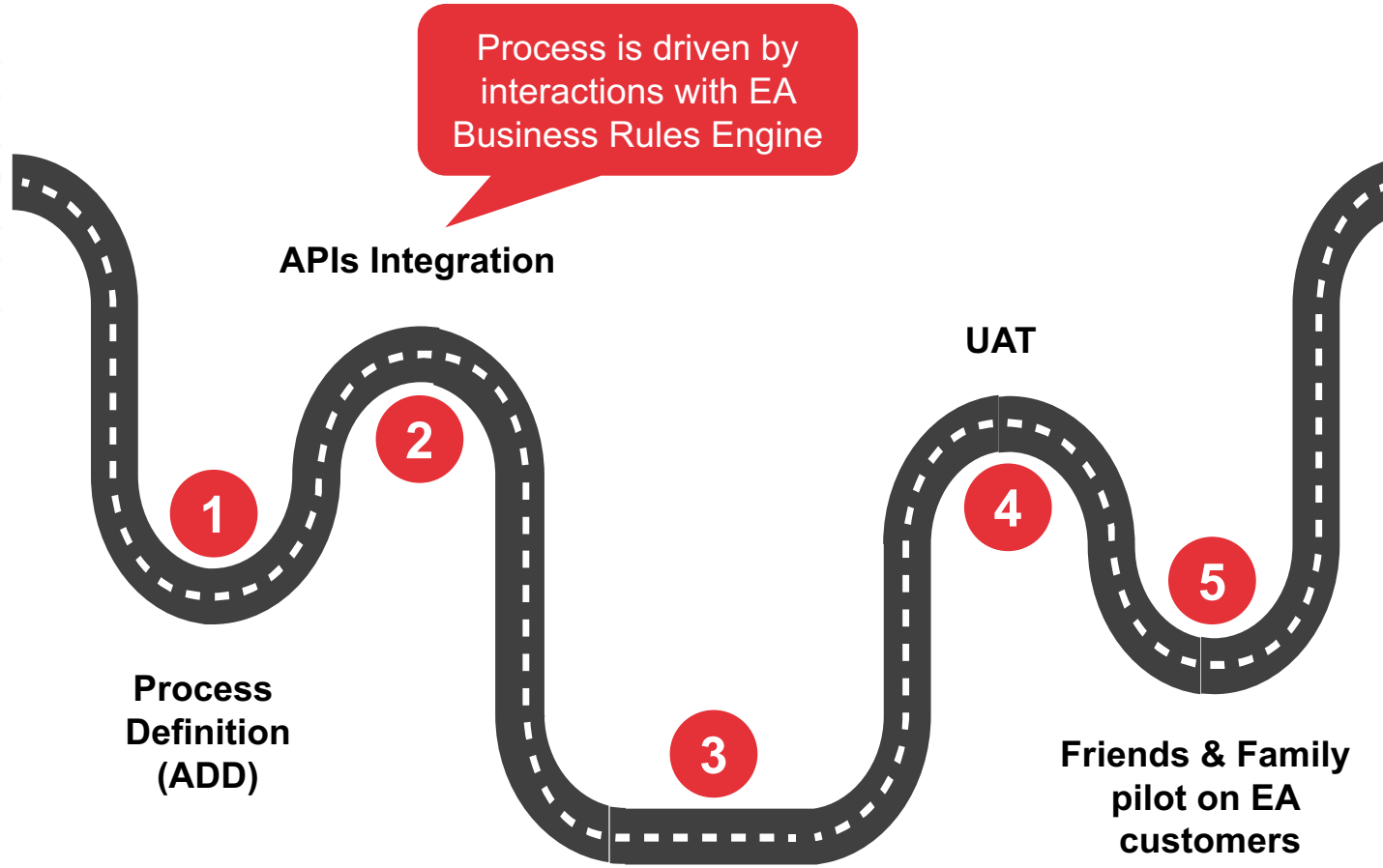
RSA cases



Cause: first contact with customer is always by phone; our multichannel solutions are proposed in the IVR



Project took only 6 months, despite the fact that the Virtual Agent launch impacted the most relevant service provided by EuropAssistance Italy⁶



Process is driven by interactions with EA Business Rules Engine

«Lisa» voice is EA Italy operator, selected through a contest

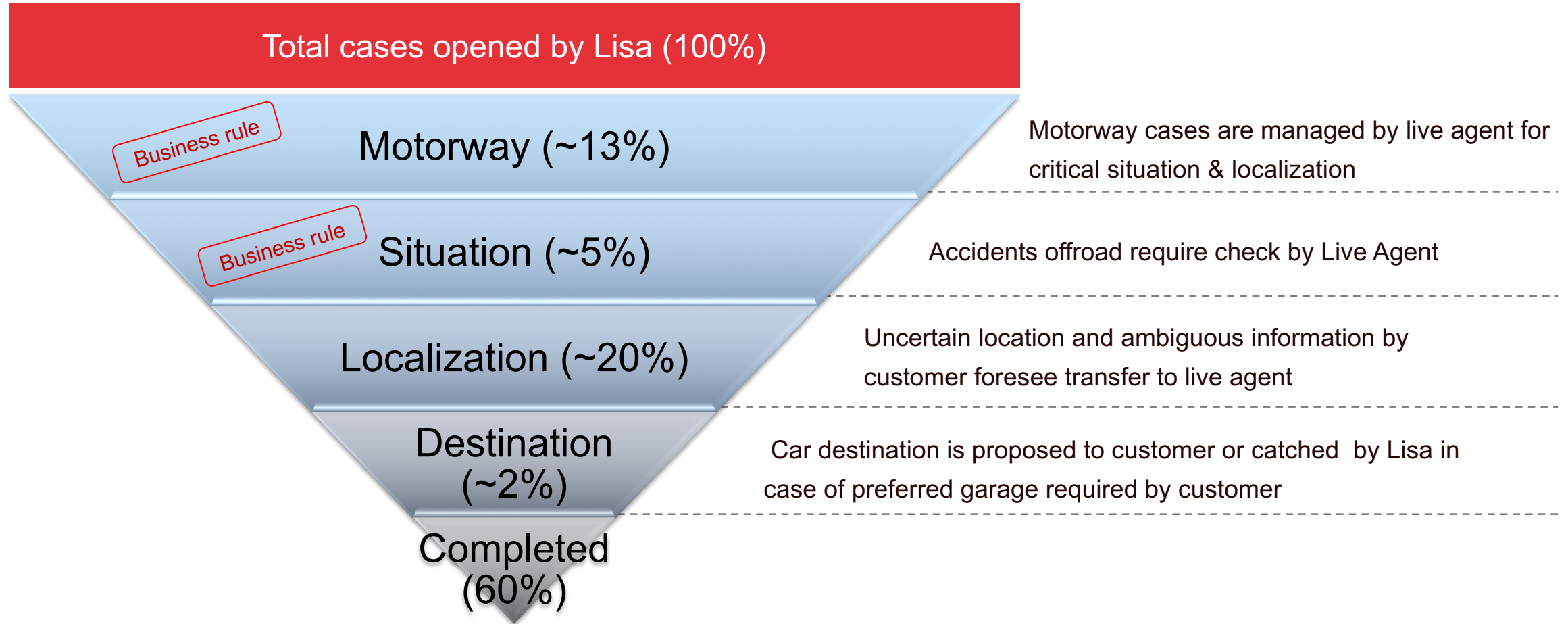


GO-Live on B2B customers



ASSISTDigital

60% of cases opened by Lisa are completed without any interaction with live agent: way-outs are mainly related to business logics and location issues



7.300 hours of conversation handled by Lisa

89% overall successful recognition

88% license plate successful recognition

98% car brand and model recognition

49.300 cases managed by Lisa without any interaction with Live Agent

8.5 average score rating by customers